

DEPARTMENT OF HEALTH SERVICES

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PPL No. 97-018

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All County Medi-Cal Administrative Activities/
Targeted Case Management Coordinators and
Advisory Committee Members

CLARIFICATION OF OUTREACH ACTIVITIES DIRECTED TO SERVICE PROVIDERS, AGENCIES AND COMMUNITY GROUPS

The purpose of this letter is to clarify when outreach activities directed *to service providers, agencies and community groups* are allowable under the Medi-Cal Administrative Activities (MAA) program.

In accordance with Policy and Procedure Letter No. 96-031, Medi-Cal outreach activities have two categories, Outreach A and Outreach B. **Outreach A** activities are campaigns or programs that are directed toward providing information about the Medi-Cal program to either (1) encourage those individuals who may be eligible for Medi-Cal to apply for Medi-Cal, or (2) bringing actual Medi-Cal eligibles into specific Medi-Cal covered services. **Outreach B** activities are campaigns directed toward bringing specific high-risk populations into health care services covered by Medi-Cal, targeting both Medi-Cal and non-Medi-Cal eligibles.

On occasion, Local Governmental Agencies (LGAs) perform Outreach A and B activities directed to *service providers, agencies and community groups* in an effort to facilitate the referral of Medi-Cal eligibles to Medi-Cal covered services. *Service providers* are defined as health care providers who are enrolled to participate in the Medi-Cal program, e.g., hospitals, clinics, nursing facilities, physicians, etc. *Agencies* are defined as governmental or non-governmental agencies that may provide services to Medi-Cal eligibles and potentially Medi-Cal eligibles, e.g., community based organizations, job training programs, etc. *Community groups* are defined as other groups that may have contact with Medi-Cal eligibles and potentially Medi-Cal eligibles, e.g., recreation centers, churches, community coalitions or task forces, etc. Outreach A and/or B activities directed to *service providers, agencies and community groups* are allowable MAA, when the activities may include for example:

- providing Medi-Cal Outreach A and/or B materials *to service providers, agencies and community groups*. These materials could include resource directories, brochures on how to apply for Medi-Cal, or brochures on benefits of the Medi-Cal program, e.g., providing Outreach A and/or B materials to battered women's shelters or food kitchens that serve low income persons.

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- providing training *to service providers, agencies and community groups* about how to refer individuals to Medi-Cal eligibility offices, e.g., providing training about Medi-Cal eligibility procedures to the staff of a job training program.
- providing training *to service providers, agencies and community groups* about how to refer individuals to Medi-Cal services, e.g., training provided to the staff of a community resource center on the availability of and on how to refer to Medi-Cal *service providers*.
- providing information *to service providers, agencies and community groups* regarding the availability of Medi-Cal services, such as new clinic locations or hours, e.g., providing information on a new Medi-Cal covered well baby clinic to staff of a community based organization that provides prenatal care to low income women.

Outreach A and/or B activities *to service providers, agencies and community groups* must be clearly described in the MAA claiming plan. In addition, LGAs are also reminded that 45 Code of Federal Regulations (CFR) 74.53 and the Office of Management and Budgets (OMB) Circular A-87, which is incorporated into federal Medicaid regulations at 45 CFR 74.171, prohibits the duplicate payment for the same administrative activity. Therefore, the above described Outreach A and/or B activities directed to service providers, agencies and community groups must be performed by the LGA (or subcontractors).

If you have any questions regarding this policy, please contact the Administrative Claiming Unit analyst assigned to your LGA.

Sincerely,



Darryl Nixon, Chief
Medi-Cal Benefits Branch

Targeted Case Management: Medi-Cal Administrative Activities: X Policy Effective Date: July 1, 1997 Policy Reference: PPL 96-017, PPL 96-030, PPL 96-031
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